



Public Awareness & Advocacy Standing Committee

Meeting Summary

Date: November 23, 2004

Time: 9:00 AM

202 Mira Loma Drive, Klamath Conference Room – Oroville, CA

Members: Jeff Fontana (Committee Chair), Mark Lundberg, Karen Marlatt, and Linda Moore
Staff Support: Susan Billings and Cheryl Giscombe

1. Agenda review & additions
2. Grantee Interview – Valley Oak Children’s Services, Get Ready Project Staff to provide 15 minute overview of the following:
 - Update on project implementation status
 - Media coverage plans that committee can support
 - Project events conducive to media coverage and/or possible clients willing to share success story with public
3. Grant Council Linkage – Discussion with Grant Council representatives on fleshing out a collaborative role for the Grant Council and the Public Awareness & Advocacy Committee
4. De-briefing on meeting with Enterprise Record
5. California First 5 Fall 2004 Media Campaign
6. Invitation to First Five Commissions and Resource and Referral Agencies on information and planning luncheon for KIXE and KCET roll-out of television program for early care and education providers – December 15 from 11-2 in Redding
7. Northwest Region First Five Commissions – plans to meet with local legislators in December to educate them on the progress of Prop 10